

**NEW HAMPSHIRE STATE LIQUOR COMMISSION**  
**JANUARY 19, 2006, 9:00 A.M.**  
**AGENDA**

**I. FINANCIAL & ADMINISTRATIVE REPORTS**

1. Financial Reports
  - A. Weekly, Y-T-D Sales Reports
  - B. Budget/Administrative Reports
2. IT Report
3. Human Resources Report

**II. MARKETING & SALES REPORTS**

1. Store Operations
  - A. Store Hours of Operation and Staffing Recommendation – President's Day 2006, Monday, February 20, 2006
2. Purchasing Report
3. Merchandising Report
  - A. SPIRITS:
    - 1) Line Extension Request (Starbucks Coffee Liqueur, 375ML)
    - 2) One Time Buy Request (Starbucks Cream Liqueur, 50ML)
    - 3) Recommended Mark Down
    - 4) President's Day Sale (39 items)
    - 5) President's Day Sale (10 unmatched items – SWS of N.E., Inc.)
    - 6) March Special Offers:
      - a. 5 items – Perfecta Wine Company
      - b. 1 item – M.S. Walker, NH
      - c. 3 items – Pine State Trading Company
      - d. 15 items – Executive Wine & Spirits
      - e. 21 items – Martignetti Companies of NH
      - f. 112 items – Horizon Beverage Company
      - g. 155 items – Southern Wine & Spirits of N.E., Inc.
  - B. WINES:
    - 1) Special Offers for March 2006 (2 items – President's Day Sale)
    - 2) Special Offers for March 2006:
      - a. 11 items – R.P. Imports
      - b. 5 items – Charles Zoulias
      - c. 2 items – Charles Saunders
      - d. 12 items – M.S. Walker, NH
      - e. 42 items – Pine State Trading Company

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- f. 20 items – Executive Wine & Spirits
  - g. 71 items – Martignetti Companies of NH
  - h. 143 items – Southern Wine & Spirits of N.E., Inc.
- 3) Wines with Second Sizes
- 4) Store Tastings (Merriam Vineyards)
- 5) Fetzer Valley Oaks Buy One Get One Half Off
- 6) Appeal on the Removal From Retail of Cape Mentelle
- 7) Allied Domecq Buy One Get One Half Off & Consumer Sweepstakes
- 8) Purchase & Introductions:
  - a. Cape Mentelle Wines
  - b. Dancing Bull Wines
- 9) E-Mail Alert Coupons:
  - a. January 22-31, 2006 (R.P. Imports)
  - b. January 22-31, 2006 (Southern Wine & Spirits of N.E., Inc.)
  - c. February 2006 (R.P. Imports)
  - d. February 2006 (Martignetti Companies of NH)
  - e. February 2006 (Southern Wine & Spirits of N.E., Inc.)
  - f. January 21-31, 2006 (revision – So. Wine & Spirits of N.E.)
- 10) Primary Source Submissions (6 exclusive agent; 6 imported)
- 11) Tasting Change Request Anastasi Estates Wines from Greece

**III. ENFORCEMENT & LICENSING REPORT**

**IV. CHAIRMAN'S REPORT & LATE ITEMS**

- 1. Bailment Requests
- 2. Coupon Approvals
- 3. Late Items/Other

/D. Hartford